Conceptual Framework: Typology for HEAPP Prevention Strategies

Areas of strategic intervention[1]		Program and policy levels (social ecological framework)				
		Individual	Group	Institution	Community	Public Policy
Knowledge, attitudes, and behavioral intentions		E-Chug	RA training	Social Norms Campaign	Partnership w/ local law enforcement will increase knowledge & deterrent effect of liquor laws	
Environmental Change	Alcohol-free options	Will not be addressed with funds from this grant				Statewide intiative – as a group, will select at least 1 policy goal to work on at state level
	Normative environment		RA training	Social norms campaign (Coalition option)**		
	Alcohol availability			(Coalition option)**	(Coalition option)**	
	Alcohol promotion			(Coalition option)**	(Coalition option)**	
	Policy/law enforcement		RA training	(Coalition option)**	(Coalition option)**	
Intervention and treatment		E-Chug	System for implementing E-Chug with all or most first year students	Information for faculty advisors on referring "students in distress"		

*Each partner coalition will select 1 or 2 options under each of the institutional and community levels.

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[1] [1] This chart is a modified version of the typology developed by DeJong and Langford, which includes "health protection" as a fourth area of strategic intervention (DeJong, W. and Langford, L. A Typology for Campus-Based Alcohol Prevention: Moving toward Environmental Management Strategies. Journal of Studies on Alcohol (Supplement No. 14): 140-147, 2002). Although there are health protection elements included in E-Chug and the RA training, this is not the primary focus, nor the reason for our selection, of these strategies. Thus we have left this area out of the typology for the purposes of this project.